

Message Text

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SUBJECT: CCP-INDUSTRIAL AND COMMERCIAL SECURITY SYSTEMS TRADE MISSION

REF: BRUSSELS 9641, DTD 10/28/75

1. SUMMARY: U.S. HAS PENETRATED SOME PARTS OF INDUSTRIAL AND COMMERCIAL

SECURITY MARKET IN BELGIUM. WE BELIEVE THERE IS CONSIDERABLE ROOM FOR
ADDITIONAL SALES, PARTICULARLY IN THEFT PREVENTION AND SOPHISTICATED
SECURITY EQUIPMENT.

2. IN ORDER TO BE OF SOME ASSISTANCE TO COMMERCE IN ITS PREPARATION
FOR POSSIBLE TRADE MISSION TO BELGIUM AND OTHER COUNTRIES DEVOTED TO
INDUSTRIAL AND COMMERCIAL SECURITY SYSTEMS, EMBASSY OFFERS FOLLOWING
COMMENTS ON THE CURRENT MARKET SITUATION THIS FIELD IN BELGIUM.

3. PRINCIPAL COMPETITION TO U.S. MANUFACTURERS APPARENTLY COMES
GENERALLY FROM WEST GERMANY AND ITALY. AT PRESENT " FEDERAL SIGN AND
SIGNAL CORPORATION" OF SHELBY, OHIO, HAS CAPTURED MOST OF MARKET IN
BELGIUM FOR EQUIPPING POLICE CARS WITH SIRENS AND SPECIAL LIGHTS,
ALTHOUGH WEST GERMANY COMPANY BOSCH HAS SOLD ROTATING LAMPS TO
SOME BELGIUM POLICE AUTHORITIES, AND SIEMENS IS ALSO IN MARKET.

4. U.S. HAS NOT BEEN ABLE TO PENETRATE SUCCESSFULLY THE MARKET
FOR CIVIL DEFENSE AND DISASTER WARNING SYSTEMS. SUCH SYSTEMS
DEPEND ON LEASED LINES AND , BECAUSE OF DIFFERENT INTERPRETATIONS
OF REQUIREMENTS, QUALITY CONTROL AND DIFFERENCES IN FREQUENCIES
USED, U.S. MANUFACTURERS ARE NOT IN MARKET. AT PRESENT TIME,
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THE WEST GERMAN FIRM FUNKE AND HOSTER OF ESSEN DOMINATED CIVIL

DEFENSE AND SIREN MARKET. THE ITALIANS ARE ALSO IN THIS MARKET, BUT MOST OF THEIR EQUIPMENT IS OF POOR QUALITY. SALES ARE BY PUBLIC TENDER; AGGRESSIVE BELGIAN FIRM HANDLING US EQUIPMENT SHOULD BE ABLE TO INTRODUCE AMERICAN PRODUCTS.

5. FOR DEPARTMENT STORE SECURITY SYSTEMS (I.E., AVOIDANCE OF SHOPLIFTING, ETC.), U.S. FIRM P.R. MALLORY OF INDIANAPOLIS, INDIANA, HAS PENETRATED BELGIAN MARKET THIS AND SIMILAR CONTROL SYSTEMS ARE NOT WIDESPREAD, HOWEVER, AND OFFER CONSIDERABLE GROUND FOR EXPANSION OF U.S. EXPORTS.

6. IN SALE OF SMALL SECURITY SYSTEMS FOR HOMES AND SMALL RETAIL OUTLETS,

SEVERAL U.S. FIRMS HAVE BEEN ACTIVE. AMONG THESE ARE: WALTER KIDDE, OF

BELLEVILLE, NEW JERSEY, WHICH WAS HANDLED BY AN ANTWERP FIRM (ELECTRO-

NAVALE ET INDUSTRIELLE N.V. - ENI) SELLING FIRE DETECTION AND FIRE FIGHTING EQUIPMENT; ADEMCO, OF SYOSSET, NEW YORK, (SELLING SMALL BURGLAR AND FIRE CONTROL SYSTEMS), WHICH IS REPRESENTED BY JUPITER SPRL OF BRUSSELS; MALLORY (REPRESENTED BY E. SUMMER OF DILBEEK, BRUSSELS); AND ANSUL OF MARINETTE, WISCONSIN, WHICH MANUFACTURES FIRE EXTINGUISHERS IN BRUSSELS.

7. U.S. FIRMS ARE NOT WELL REPRESENTED IN IMPORTANT FIRE CONTROL SYSTEMS, ALTHOUGH ENI IS DOING SOME MANUFACTURING OF FIRE ALARMS AND ITS WALTER KIDD PRODUCTS, PARTICULARLY OF ANTI-CATALYTIC GASES, HAS PROVED SUCCESSFUL IN MARKET. HONEYWELL WAS IN THE FIRE SECURITY MARKET IN BELGIM BUT HAS NOW WITHDRAWN FOLLOWING DISASTROUS FIRE IN LARGE BRUSSELS DEPARTMENT STORE, INNOVATION, IN 1967 IN WHICH HONEYWELL

FIRE CONTROL SYSTEM WAS INSTALLED BUT INOPERABLE AT TIME OF CATASTROPHE. HOWEVER, STAR SPRINKLER CO. OF PHILADELPHIA, PA., LICENSED SICLI S. A. OF BRUSSELS TO MANUFACTURE SPRINKLERS (BELGIAN FIRM IS IMPORTANT MANUFACTURER OF FIRE EXTINGUISHING EQUIPMENT AND FOAM FIRE FIGHTING SELLING TO BENELUX AND SOME AFRICAN COUNTRIES). SICLI HAS EXTENSIVE CAPABILITIES, INCLUDING SALES AND AFTER-SALES SERVICING. THERE IS ROOM HOWEVER FOR ADDITIONAL SALES OF SPRINKLERS BY OTHER U.S. FIRMS.

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8. FIRMS DESIRING TO ENTER BELGIAN MARKET SHOULD CONFORM TO EUROPEAN SPECIFICATIONS. SYSTEM, FOR EXAMPLE, SHOULD FUNCTION AT 220 VOLTS AND ANY SECURITY CIRCUIT SHOULD BE "CLOSED CONTACT". DIFFICULTY FACING AMERICAN COMPANIES IS THAT MOST OF THEM OPERATE ON "OPEN CONTACT" SYSTEM WHICH FROM EUROPEAN POINT OF VIEW IS NOT AS DEPENDABLE A SYSTEM; I.E. THE CLOSED CONTACT SYSTEM IS ALWAYS OPERATIONAL. WITH CONSTANT FLOW OF ELECTRIC CURRENT, AND THUS ALWAYS IN OPERATIONAL STATUS. COMPANIES COMING

IN ON TRADE MISSION SHOULD FIRST EXAMINE AIB STANDARD CLASSIFICATION "SYSTEMES D'ALERTE ET D'ALARME INCENDIE", WHICH SETS FORTH BASIC REGULATIONS IN BELGIUM. AIB (ASSOCIATION DES INDUSTRIELS DE BELGIQUE)

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AV. A. DROUART 27-29, B-1160 BRUSSELS, MAKES TECHNICAL CONTROL AND GRANTS QUALITY LABELS. ANY COMPANY USING THIS SYSTEM IS USUALLY ABLE TO BENEFIT FROM A SUBSTANTIAL SAVING IN INSURANCE PREMIUMS SINCE INSURANCE COMPANIES ARE WILLING TO GRANT PREMIUM REDUCTIONS OF ABOUT 10 PERCENT FOR CONFORMITY FOLLOWING INSPECTION. UPEA (UNION PROFESSIONNELLE DES ENTREPRISES D'ASSURANCES) IS AN ORGANIZATION WHICH ACCORDS PREMIUM REDUCTIONS FOR EQUIPMENT WHICH EXCEEDS BASIC FIRE DETECTION REQUIREMENTS. UPEA APPROVES EQUIPMENT, SUPERVISES INSTALLATION AND INSPECTS MAINTENANCE ON ANNUAL BASIS, THROUGH ITS TECHNICAL ARM (ANPI-ASSOC. NATIONALE DE PROTECTION INCENDIE).

9. ONE OF BEST ORGANIZED AND MOST PROMINENT U.S. FIRMS IN BELGIUM IN THIS FIELD TODAY IS FEDERAL SIGN AND SIGNAL CORPORATION, WHICH HANDLES WIDE RANGE OF SECURITY EQUIPMENT. NEVERTHELESS, EVEN THOUGH FEDERAL DOES HAVE AN ENGINEERING SERVICE ESTABLISHED IN BELGIUM FOR ALL OF EUROPE AND MIDDLE EAST, PLUS TWO REPRESENTATIVE OFFICES (ONE FOR SALES ESSENTIALLY TO POLICE AND SECOND FOR INDUSTRIAL EQUIPMENT), FEDERAL IS SEEKING AGENCY REPRESENTATION. DIFFICULTY FACING AMERICAN COMPANIES IS THAT MOST OF THEM OPERATE ON " OPEN CONTACT" FOR ITS AZAUTOCALL" DIVISION, WHICH IS FIRE AND ALARM SYSTEM DESIGNED FOR MEDIUM AND LARGE -SIZED PLANTS. IT SHOULD NOT, THEREFORE, BE EXCLUDED FROM CONSIDERATION IN MAKING UP COMPOSITION OF TRADE MISSION.
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